

Serial No. 09/732,695

Reply to Office Action of July 13, 2004

AMENDMENTS TO THE CLAIMS

Claims 1-7 (Canceled)

8. (Currently Amended) A system for delivery of different versions of the same television program depending on viewer's information stored in viewer's receiver, comprising:

basic channels for transmitting primary versions of television programs containing commercials that may be replaced by alternative video fragments, for producing alternative versions of those television programs;

an auxiliary channel for transmitting alternative commercial components;

means for storing said alternative components at the viewer's receiver;

means for storing information relating to a viewer's demographic profile;

means for transmitting over a television channel the timetable file with descriptive and time/channel data relating to the commercial components of transmitted television programs; and

means for substituting selected commercials from said storage means for commercials transmitted with the program material under control of the stored profile of viewer's demographic information and said descriptive and time/channel data.

Claims 9 and 10 (Cancelled)

11. (Previously Presented) The system of claim 8 wherein said means for transmitting a timetable file with descriptive and time/channel data includes such data for the commercial segments which are stored.